

10/13/2016

LAKE TAHOE ADULT EDUCATION CONSORTIUM

8:30am – 9:45am

LTCC Board Room and Conference Call:

888-450-4821

Passcode: 841389

Marketing & Community Outreach Workgroup

Chair: Frank Gerdeman, Adult Education Director

Jenna Palacio, Work Experience Coordinator

Facilitator: Michael Ward, HighBar Global

Recorder: ADVANCE Staff

Partners: Amber Aneloski, Marilyn Ashlin, Rich Bodine, April Boyde, Jason Buckingham, Denise Castle, Angelo Clelan, Aaron Darke, Alexis Foley, Sue Gochis, Frank Gerdeman, Bob Grant, Heidi Hill Drum, Diane Lewis, Maria Luquin, Bill Martinez, Cindy Martinez, Wendy McCray, Katharine Miller, Jenna Palacio, David Publicover, Shane Reynolds, Justin Sinner, Gary Sutherland, Josh Sweigert, Tere Tibbetts, Lauren Tomaselli, Patrick Traynor, Cheri Warrell, Michael Ward, Jenny Wilson, Jude Wood
Present Call-in

AGENDA ITEMS

Topic	Timing	Approach or Action Needed	Agreements/ Notes
<i>Workgroup Purpose:</i>		<i>Connect South Lake Tahoe adults to the "learning ecosystem" offered through the AEBG. Inspire participation in learning pathways leading to individual self-sufficiency and community resilience.</i>	
1. Welcome, Introductions	5 min	Preview Agenda	Frank welcomed the group and introductions were made.
2. Director's Report	10 min	Updates and Information	<p>Frank made the following updates:</p> <ul style="list-style-type: none"> HSE testing continues and monthly schedules have been published. There will be a press release shortly announcing that the first examinee has completed all (5) tests and earned a HSE without having to drive to Placerville. There are (6) confirmed Culinary Boot Camp registrations and more in the pipeline. The dates of the intensive (1) week may have to be adjusted in order to recruit more attendees. Space was an issue this first round but Josh stated that he is confident space will not be an issue in the future. Shared information sessions with WIOA, JOIN, Inc. and ADVANCE start in November and a press

			<p>release will go out in a week and a half.</p> <ul style="list-style-type: none"> • Josh and Frank will be meeting with Alpine, El Dorado, and Amador county staff in Kirkwood to discuss replicating and delivering the Culinary Boot Camp at that location with a late fall/early spring launch.
<p>3. Work Plan Update</p>	<p>15 min</p>	<p>Presentation/ review of previous and current month (September/ October)</p>	<p>Michael reviewed the charter of work spreadsheet and reviewed the following:</p> <ul style="list-style-type: none"> • Culinary Boot Camp is receiving referrals primarily from the Tribune and employers. • Frank encouraged a target to industry and Title 1 partners for the (1) week Culinary Boot Camp. Staff will also investigate options to coincide with other upcoming hiring events. Jenna recommended MOU's with industry partners and Frank noted that the first sessions can be used to show value to members. Michael encouraged framing the boot camp as an onboarding strategy. • Discussed current website and need to move away from traditional adult education school. Consensus to move from Adult Education to ADVANCE language on site. • Frank started group discussion around how to build a system and approach to market all programs (see project plan notes).
<p>4. 3-month Work Plan</p>	<p>30 min</p>	<p>Review, update and build out next three months on the work plan (November-January)</p>	<p>See google document notes: ADVANCE/LTAEC Project Management Plan</p>

5. Next Steps
Workgroup Meetings –
2nd Thursday

10 min

Action Items
Review
Next meeting:
11/10/16

Staff:

- Frank will look into CPS as possible platform for outreach and marketing.
 - Continue with monthly press releases, calendar of events, etc.
 - Target to industry and WIOA partners for (1) week boot camp recruits.
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